



# Don Strickland

Business Visionary and Serial Innovator



## CSA CELEBRITY SPEAKERS

Don Strickland is a former Senior Executive at Apple, CEO of PictureWorks and CEO of IPIX. Currently Don is the President and CEO of Strickland Associates and serves as Adjunct Professor of Innovation and Entrepreneurship at Imperial College London. Don Strickland has successfully built businesses internationally for both large public companies and private start ups. As a CEO he has consistently combined new technologies and business models to reinvent companies and grow stockholder value.

**Expect to come away with a unique perspective on innovation, leadership and entrepreneurship**

### In detail

Don Strickland was the visionary behind the world's first consumer digital camera, which he developed as Kodak's VP of Digital Imaging and launched into the market after joining Apple. As Apple's VP of Imaging and Publishing he led the re-architecture of Apple's computer platform for the publishing market from traditional print media to "new media" including the Internet, music and video. He left Apple to become CEO of Silicon Valley startup, PictureWorks Technology, and was a pioneer of the Web 2.0 business model. He took the company public through a merger with IPIX, and built the market value to US\$1.6 billion. He currently advises technology companies on business model innovation, leadership and entrepreneurship and serves as Advising Director of Innovation and Entrepreneurship, Imperial College London.

### What he offers you

Don speaks on the key topics facing C-Level management and Boards of large companies. He works with the client beforehand to understand their business challenges, venue and goals. He tunes his presentation to the audience, and allows ample time for follow on Q&A and discussions.

### How he presents

He adapts to the forum of the client, delivering high added value as a speaker, advisor or moderator. His unique insights into how business really works "from the inside" are fascinating and memorable.

### Topics

- What It Takes to Build a Really Great Company
- The New World of Data: The Leadership Challenge
- The New World of Data: Data Driven Innovation
- Business Model Innovation

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.



Video

### Credentials

As a business visionary Don has had many successes, including launching the world's first consumer digital camera thereby sparking a revolution in the photographic industry, and leading Apple from traditional print publishing to the world of the Internet, music and video.

Don has extensive international experience, setting up functions from technology development to distribution channels in Europe, Africa, the Middle East and Asia.

He has an incredible academic background, including a Master's in Physics from Notre Dame, a Law Degree from George Washington University and an MBA from Stanford.